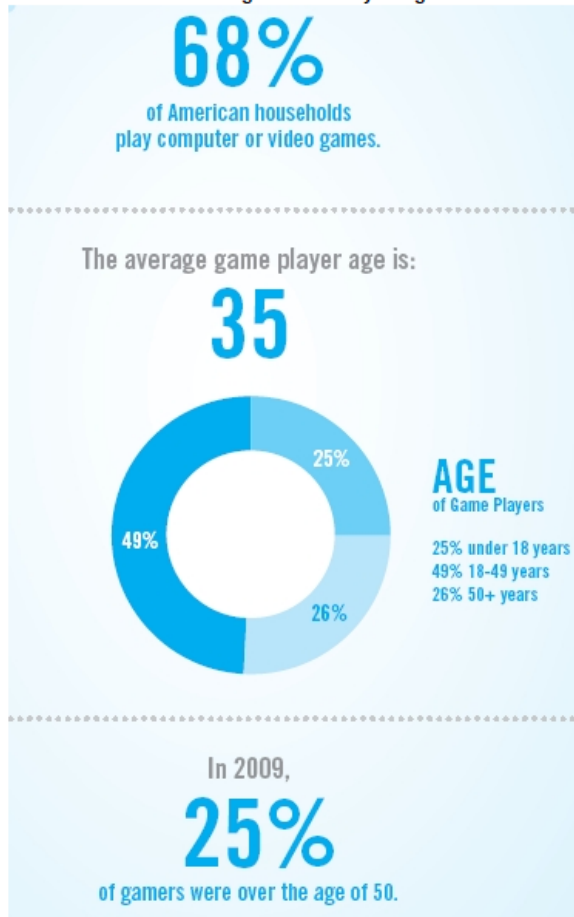


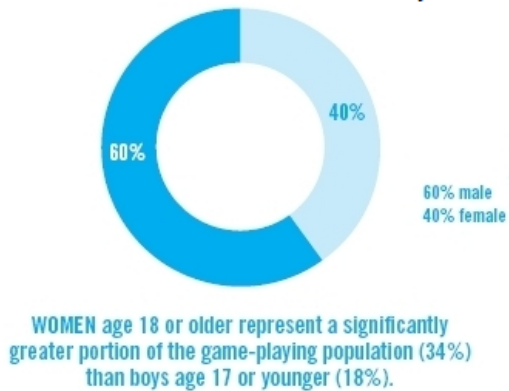
I. Gamer Demographics - Age and Gender

1. Percentage of Households That Play Video Games and the Average Game Player Age



Source: Entertainment Software Association, "Essential Facts About the Video Game Industry," www.theesa.com, 2009

2. Gender of Video Game Players



Source: Entertainment Software Association, "Essential Facts About the Video Game Industry," www.theesa.com, 2009

3. Frequency of Video Game Play by Gender



Figure 1. Frequency of electronic game play in days per week, by gender, among 7th and 8th grade students who had played games within the previous 6 months ($n = 1137$).

Source: Cheryl Olson, ScD, et al., "Factors Correlated with Violent Video Game Use by Adolescent Boys and Girls," *Journal of Adolescent Health*, Jan. 2007